



## Management Guideline to Promote Mini Basketball in Yunnan Province

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### Abstract

**Background and Aim:** This research aimed to develop management guidelines for promoting mini-basketball in Yunnan Province. Despite the rapid development of the mini-basketball league in Yunnan, there has been limited research on its management. Our study sought to address this gap by providing practical recommendations for effective management strategies.

**Materials and Methods:** This mixed-methods study combined quantitative and qualitative approaches. The sample consisted of 166 teachers and coaches (83 male and 83 female) from 21 school basketball teams across Yunnan Province, as well as 30 male mini-basketball players aged 8–12. The sample was selected through a purposive sampling method to ensure representation of various regions and clubs. Data collection tools included questionnaires for teachers and coaches, in-depth interviews with students, and expert consultations. The mini-basketball questionnaire was validated by three experts using the IOC method, achieving a validation score of 0.95 and a reliability of 0.88 after testing.

**Results:** The results indicated that most participants had a positive perception of mini-basketball promotional activities. Using the POLC theory, we developed management guidelines for promoting mini-basketball in Yunnan Province. These guidelines included 20 planning elements (e.g., goal setting, policy support), 15 organizing elements (e.g., resource allocation), 17 leading elements (e.g., risk management), and 16 controlling elements (e.g., leadership training). Statistical analysis revealed no significant differences in the perception of mini-basketball between teachers and coaches.

**Conclusion:** The experts confirmed that the management guidelines for promoting mini-basketball in Yunnan Province are reasonable and practical. They align with policy objectives and hold significant value for managing mini-basketball in schools and sports associations. These guidelines are expected to have a positive impact on the promotion and development of mini-basketball in Yunnan Province.

**Keywords:** Management Guideline; Mini Basketball; Yunnan Province

### Introduction

In 2017, the Chinese Basketball Association launched the "Mini Basketball, Big Dream" initiative, followed by the 2019 "Outline for Building a Sports Power," which set a goal of achieving balanced development between the "big three" ball sports and fundamental sporting events by 2035, aiming to significantly boost overall strength and global influence. These initiatives underscore the growing emphasis on foundational sports development in China.

Currently, Chinese scholars are actively researching mini-basketball. Their studies primarily encompass the developmental experiences and insights of mini-basketball in China (Feng Xin et al. 2020), the functional positioning and development strategy of mini-basketball (Gao Lei 2021), the influence of mini-basketball on children's coordination ability (Gong Xuefeng 2021), the impact of basketball culture on basketball (Han Chao 2022), and the developmental status of mini-basketball across different provinces (Hou Hongyan 2020). In contrast, international research has concentrated on sports teaching, basic rules, and teaching content (José L Arias-Estero, et al. 2021), the probability, location, and types of sports injuries during sports and training (Kuzuhara 2021), the influence of basketball weight on students' decision-making, and the impact of coaches' teaching methods and characteristics on teenagers' participation in basketball (Larionescu Virgil et al. 2020). Over the past two years, the Yunnan Little Basketball League has been instrumental in advancing mini-basketball development in Yunnan Province. Local basketball clubs and schools have shown enthusiastic responses, sparking a mini-basketball craze. After continuous exploration by Yunnan's government departments and the basketball association, the mini-basketball league's development has begun to take shape. However, despite the relatively rapid growth of the mini-basketball league, research on mini-basketball development in Yunnan Province remains limited. Preliminary on-site investigations of elementary schools and basketball clubs revealed several issues: a lack of sufficient mini-basketball courts and syllabi, an absence of established mini-basketball training teams, insufficient attention from





school leadership, inadequate funding, limited weekly mini-basketball activity time, an imperfect competition system, uneven development of events, and inadequate publicity.

This study employs mixed methods, including questionnaire surveys, to examine the current development status and promotion guidelines for mini-basketball in Yunnan Province. It analyzes existing problems and proposes corresponding countermeasures, offering references for mini-basketball development in Yunnan and providing relevant suggestions. This research holds significant theoretical value and practical implications for enhancing mini-basketball development in Yunnan Province, benefiting local sports associations, schools, basketball clubs, and the sports industry.

## Objectives

1. To study the current development status and existing problems of mini basketball in Yunnan Province.
2. To draft the management guideline to promote Mini basketball in Yunnan Province.
3. To confirm the management guideline to promote Mini basketball in Yunnan Province.

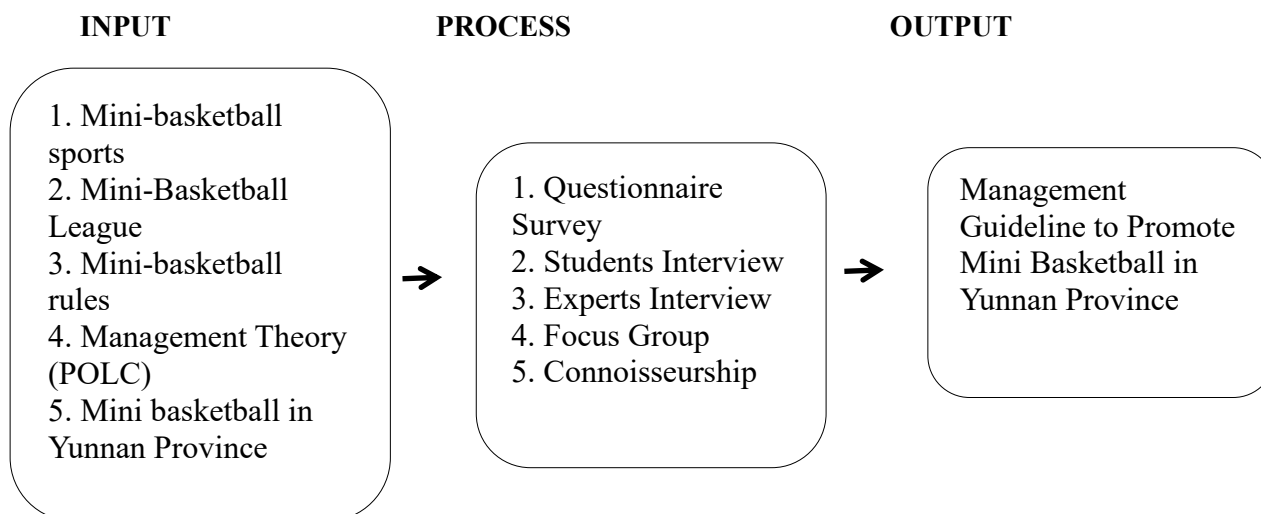
## Literature Review

Since the early 20th century, impacted by the evolution of mini-basketball in Western nations, Chinese scholars have started to focus on and explore mini-basketball. In November 2017, the Chinese Basketball Association unveiled the China Little Basketball Development Plan, and has been hosting the China Little Basketball League annually since 2018. Between 2019 and 2021, there was a notable upsurge in mini-basketball-related research, which predominantly centered on the promotion of the sport and the growth of the league. For example, Zhou Wenbo (2022) examined the current state and promotion strategies of mini-basketball in Jilin Province, while Zhou Hao (2021) analyzed the problems and countermeasures related to mini-basketball in Chengdu, Sichuan Province. Nevertheless, despite the increasing attention, in-depth research on mini-basketball remains insufficient, particularly in terms of regional development and comprehensive solutions to existing problems.

Existing research has shed light on several key aspects. Zhang Yuanwen (2009) categorized basketball activities for children aged 6 - 12 as children's basketball and those for children aged 11 - 15 as juvenile basketball, underscoring the need to align mini-basketball content with children's physical and mental development. Yao Ming (2018) highlighted that mini-basketball, a derivative of adult basketball, differs mainly in terms of ball size, court size, and simpler game rules. Han Chao (2022) and Zhang Jide (2021) emphasized the importance of physical education in primary schools and the positive role of sports like basketball in promoting students' development. Gong Xuefeng (2021) pointed out several challenges in basketball teaching in remote areas of China, such as the lack of student interest in basketball training and inadequate infrastructure. Wu Zhixiu (2019) and Chen Meijuan (2019) stressed the need for long-term efforts in promoting mini-basketball and its strategic importance in enhancing basketball popularity and providing talent support for the future development of basketball in China.

This study aims to fill the research gaps by focusing on the development of mini-basketball in Yunnan Province. Through analyzing the current situation, identifying existing problems, and proposing targeted suggestions, this study seeks to promote the healthy and sustainable development of mini-basketball in Yunnan. Building on previous research and addressing regional challenges, this study provides valuable insights for local sports associations, schools, basketball clubs, and the sports industry, thereby contributing to the overall development of basketball in China.

## Conceptual Framework



**Figure 1** Conceptual Framework

## Methodology

### Research Population and Sample

The study's population includes all individuals involved in mini-basketball in Yunnan Province. Currently, there are 16 cities in Yunnan Province, with six clubs participating in the mini-basketball program. In total, there are 100 teachers (50 male and 50 female), 110 coaches (55 male and 55 female), and 166 mini-basketball players (128 male and 38 female) aged 8-15. The sample represents various aspects of mini-basketball in Yunnan Province.

For the quantitative research, 166 questionnaires were distributed to teachers and coaches. The sample size was based on Crazy Morgan's schedule. It included teachers and coaches from different regions and clubs in Yunnan Province. The sample selection took place from March to May 2023.

In the qualitative research, a purposive sampling method was used. Thirty mini-basketball players (15 male and 15 female) aged 8-12 were selected from five primary schools in Yunnan Province: Yunnan Normal University Affiliated Primary School, Kunming Panlong Primary School, Wenshanzhou Experimental Primary School, Pumao District Second Primary School in Pu'er City, and Yuxi No.1 Middle School.

**Table 1** The population, sampling method, and sample used for the research.

Population	Number	Sampling method	Sample
Teacher	100	Crazy Morgan's	80
coach	110	Crazy Morgan's	86
Mini basketball player	260	Purposive	30

### Research participants

The research participants were selected using a purposive sampling method:

Three experts evaluated the questionnaire quality (IOC).

Five experts provided advice on developing management guidelines for promoting mini-basketball in Yunnan Province.

Seven experts joined a focus group to discuss the current status, challenges, and strategies for mini-basketball promotion.

Seven experts assessed the feasibility of the promotion guide through connoisseurship evaluation.

### Research Instrument

The study used multiple instruments to collect quantitative and qualitative data:

**Questionnaires:** Two questionnaires for teachers and coaches collected quantitative data on backgrounds, attitudes, and behaviors using a 5-level evaluation scale.

**Student Interviews:** Structured interviews with students gathered insights into their cognitive processes, participation, needs, and suggestions.

**Expert Interviews:** A structured interview outline collected in-depth insights and personal experiences from experts.

**Focus Groups:** Group discussions with experts and practitioners explored the current status, challenges, and strategies for mini-basketball promotion.

**Connoisseurship Evaluation:** An evaluation form assessed the quality of the promotion guide.

### Data Collection

**Literature Review:** Built a theoretical framework by collecting, analyzing, and evaluating existing literature to determine research topics, objectives, and gaps.

**Teacher/Coach Questionnaire:** Investigated teachers' and coaches' practices, challenges, strategies, support, and feedback on students in promoting mini basketball.

**Student Interview:** Explored students' interest, experiences, opinions on promotion activities, and feedback on teaching methods in mini basketball.

**Expert Interview:** Interviewed 5 experts on campus mini basketball's current status, advantages, promotion obstacles, talent-cultivation role, and prospects.

**Focus Group Discussion:** Designed a promotion guide draft based on survey results, interview information, and expert insights. 7 experts discussed and optimized the draft.

**Connoisseurship Confirmation:** 7 experts evaluated the promotion guide's feasibility.

### Data Analysis

**Questionnaire Analysis:** Quantitative data were analyzed using computer software, applying descriptive statistics such as mean and standard deviation.

**Content Analysis:** Qualitative data from interviews, focus groups, and connoisseurship evaluations were analyzed to identify themes and patterns.

### Results

This study aims to construct management guidelines for promoting mini-basketball in Yunnan Province. Through a questionnaire to 166 mini-basketball teachers and coaches across 21 teams in Yunnan Province, the study explored mini-basketball's current situation. Draft guidelines will be developed via interviews with five experts and focus groups with seven others. Finally, the guidelines' validity will be checked using the connoisseurship method with seven experts.

**1. The questionnaire survey of mini-basketball teachers and coaches was answered with general information.**

**Table 2** Number and percentage of general information on the study population.

General information		Number (N=166)	Percentage (100%)
1. Sex	Male	128	54.82
	Female	38	45.18
2. Age	25-30 years	50	30.12
	31-40 years	74	44.78
	41-50years	29	17.46
	More than 50	13	7.80
3. The period since the beginning of basketball training	0-1 year	80	48.19
	1-2 years	64	38.55
	3-4 years	16	10.24
	More than 4 years	6	3.61



General information		Number (N=166)	Percentage (100%)
4. Educational Qualifications	Currently studying for a bachelor's degree	15	9.30
	Bachelor's degree	67	40.36
	Master's degree	47	28.31
	Doctoral degree	0	0
	Others	37	22.29
5. Position	Mini basketball teacher	80	100
	Mini basketball coach	86	100

Table 2 shows that the group is male-dominated, with 128 males (77.11%) and 38 females (22.89%). This may reflect traditional gender role concepts in physical education and the stereotype of male sporting advantage, yet female teachers and coaches still offer diverse educational insights. Those aged 31 - 40 form the main force (74 people, 44.78%), indicating that middle-aged professionals are the backbone. However, those aged 50 and above are relatively few (13 people, 7.8%). Regarding basketball training time, most have trained for 0 - 1 years (80 people, 48.19%), while few have trained for over 4 years (6 people, 3.61%), suggesting youth basketball promotion is still nascent. In terms of educational background, most hold bachelor's (67 people, 40.36%) or master's degrees (23.50%), but there are no doctoral degree holders, indicating a lack of top-level professionals in this field.

## 2. The results of the draft management guideline to promote Mini-basketball sports in Yunnan Province.

### 2.1 Result of the first draft management guideline to promote Mini-basketball sports in Yunnan Province by the researcher.

In this step, the researcher combined the results of the questionnaire survey and the interviews with 30 students with the advice and ideas of 5 interviewed experts. After that, the first draft management guideline to promote Mini-basketball sports in Yunnan Province was created based on the structure of the POLC management theory, with the following results:

The draft of the Yunnan Province Mini Basketball Promotion and Management Guidelines provides a solid framework for promoting mini basketball through comprehensive measures covering planning, organization, leadership, and control. Each element of the management guideline to promote Mini basketball in Yunnan Province consists of 15 guidelines on planning elements, 15 guidelines on organizing elements, 15 guidelines on leading elements, and 15 guidelines on controlling elements.

### 2.2 Constructing and refining a draft management guide for promoting mini basketball through expert interviews and focus group methods

In this study, researchers collected insights and suggestions on the promotion and management of mini basketball in Yunnan Province through interviews with five experts. This data will serve as the foundation for drafting management guidelines aimed at increasing participation and promoting the effectiveness of mini basketball.

Summary of experts' interview: The interview results highlighted several key areas that are crucial for the successful management and promotion of the mini-basketball movement in Yunnan Province. These include establishing a professional management structure and providing diverse training programs.

The researchers would be using the first draft of the management guideline to promote Mini-basketball sports in Yunnan Province to be the research instrument and using the focus group method to discuss with 7 experts to obtain improvement suggestions. All 7 experts must have more than 8 years of work experience.

Summary: The focus group discussion results provided valuable suggestions for improving the promotion guide of mini basketball in Yunnan Province. By establishing a professional management team, enhancing community cooperation, offering diverse training programs, utilizing modern technology, ensuring the quality of facilities and equipment, implementing effective marketing strategies, emphasizing player development, and building financial and human resource management





systems, the promotional effect of mini basketball can be significantly improved. These recommendations will help develop more comprehensive and effective promotion strategies, ensuring the long-term sustainable development of mini basketball in Yunnan Province.

### 2.3 Final draft of management guideline to promote Mini-basketball sports in Yunnan Province by the researcher.

At this stage, the researcher used the results of the focus group discussions with 7 experts to improve the first draft of the management guideline to promote Mini-basketball sports in Yunnan Province, which were created, and the final draft results are as follows:

**Table 3** The final draft management guideline to promote Mini-basketball sports in Yunnan Province.

NO	Content
<b>Planning</b>	
1	Goal setting: Following the SMART principle, clarify the short-term, medium-term, and long-term goals for promoting mini-basketball, making them specific, measurable, achievable, highly relevant, and time-limited.
2	Resource requirements: Conduct a comprehensive assessment of the human, material, and financial resources required for promotional activities, and develop detailed plans for resource acquisition and scientific allocation.
3	Promotion strategy: Design diverse promotion strategies, covering school cooperation, community activities, social media promotion, etc., to comprehensively promote Little Basketball.
4	Training Plan: Develop a systematic and practical training plan for coaches, volunteers, and participants to enhance their professional competence.
5	Collaboration Network: Actively establish a collaborative network with schools, communities, enterprises, and other sports organizations to broaden the coverage of promotion.
6	Evaluation mechanism: Carefully design evaluation indicators and methods for promotion effectiveness, regularly evaluate the effectiveness of promotion activities, and adjust strategies promptly.
7	Brand building: Develop a strategy for building a mini-basketball brand, increase its visibility and appeal among the target audience, and shape a good brand image.
8	Risk management: comprehensively identify potential risks in the promotion process, develop effective risk response strategies in advance, and reduce the impact of risks.
9	Schedule: Develop a detailed promotion schedule, clarify the time nodes of each activity, and ensure that the activities are carried out in an orderly manner according to the plan.
10	Policy support: Actively seek policy support from the government and relevant institutions to provide solid guarantees for promotion activities and assist in promotion work.
11	Data management: Establish a comprehensive data management system to track participant data and promotion effectiveness in real-time and accurately, providing a basis for decision-making.
12	Innovation strategy: Encourage innovative thinking, design novel and unique promotional activities and training methods, and attract more people to participate.
13	Regional coverage: Ensure that promotional activities cover a wide range of urban and rural areas, especially resource-scarce areas, to achieve balanced promotion.
14	Long-term planning: Develop a long-term promotion plan to ensure the sustained and stable development of mini-basketball, and form a long-term promotion mechanism.
15	Sustainable development: Integrating environmental protection and social responsibility into promotion plans, enhancing the social impact of projects, and achieving sustainable development.



NO	Content
16	Professional team building: Build a professional management team, including project coordinators, coaches, trainers, and community relations specialists, to enhance the organizational and management level of promotional activities.
17	Curriculum system optimization: Design hierarchical and classified training courses based on different ages and skill levels to meet the learning needs of various participants.
18	Upgrading of venue facilities: Investing in the construction of modern basketball courts and training facilities to provide participants with a high-quality and safe sports environment.
19	Strengthening marketing efforts: Implementing strong marketing strategies through multiple channels, enhancing brand promotion, expanding audience groups, and increasing project visibility.
20	Improved feedback mechanism: Establish a regular feedback mechanism, collect feedback from participants, continuously optimize the content and form of promotional activities, and enhance participant satisfaction.
<b>Organizing</b>	
1	Management Team: Establish a professional management team, including project coordinators, coaches, and trainers, clarify the responsibilities of each member, and ensure efficient collaboration.
2	Resource allocation: Reasonably allocate human, material, and financial resources, develop refined resource allocation plans based on the actual needs of promotional activities, and ensure efficient execution of activities.
3	Training system: Establish a systematic training system that covers various aspects such as basic skills training, tactical analysis, competition strategies, etc., to meet the training needs of different levels.
4	Community cooperation: Establish long-term and stable cooperative relationships with schools and communities, jointly organize various activities such as mini-basketball courses, competitions, training camps, etc., and enhance the promotion of mini basketball at the grassroots level.
5	Volunteer management: Establish a comprehensive volunteer management system, provide attractive incentive measures and good training opportunities, while emphasizing volunteer capacity building and career development support.
6	Facility management: Ensure that promotional activities are conducted in safe and well-maintained venues, regularly maintain venue equipment, strengthen safety management, and ensure emergency facility construction.
7	Event organization: Regularly organize various forms of mini-basketball games and training camps, and promote them through online and offline platforms to increase participation and event influence.
8	Regional coordination: Strengthen resource allocation and coordination between urban and rural areas, with a focus on resource-scarce areas, and promote balanced development of mini-basketball in different regions.
9	Financial system: Establish a transparent and standardized financial management system, improve financial approval processes and supervision mechanisms, and ensure compliance and transparency in the use of funds.
10	Human Resources: Regularly train coaches and employees, conduct targeted training courses, and establish a talent reserve mechanism to attract more outstanding talents to join the mini-basketball promotion team.
11	Technical support: Introducing modern technologies such as customer relationship management systems (CRM) to achieve precise tracking and analysis of participant data, improving management efficiency and service quality.



NO	Content
12	Brand management: Implement marketing strategies through various channels such as social media, local advertising, and sharing successful cases to enhance its appeal among the target audience.
13	Risk management: Establish a comprehensive risk management system, comprehensively identify various risks that may be encountered during the promotion process, and develop detailed risk response strategies and emergency plans.
14	Evaluation mechanism: Regularly evaluate the effectiveness of promotional activities, adjust strategies promptly based on evaluation results, optimize activity content and form, and improve activity quality and effectiveness.
15	Emergency response: Develop a comprehensive emergency plan, clarify emergency response procedures and responsibilities, ensure quick response in case of emergencies, and establish a sound crisis public relations mechanism.
<b>Leading</b>	
1	Incentive mechanism: Through reward and recognition mechanisms, coaches, volunteers, and participants are motivated to actively participate in promotional activities, and outstanding individuals and teams are regularly selected and commended, and rewarded.
2	Communication strategy: Establish an effective communication mechanism to ensure smooth transmission of information between different levels, hold regular communication meetings, and use information technology tools to share information promptly.
3	Demonstration effect: Leaders personally participate in mini-basketball activities, setting an example, enhancing participants' confidence, and demonstrating a high level of importance and enthusiasm for promoting mini-basketball.
4	Interactive mechanism: Strengthen interaction with participants, timely understand their needs and feedback, establish online and offline feedback channels, and regularly collect and analyze opinions.
5	Innovative thinking: Encourage team members to propose innovative ideas, design more attractive promotional activities, organize innovation seminars, and reward and support innovative proposals.
6	Resource coordination: Coordinate resources from all parties to ensure the smooth progress of promotional activities, actively cooperate with government departments, enterprises, social organizations, etc., and integrate resources from all parties.
7	Problem solving: Timely solve specific problems encountered during the promotion process, such as insufficient venues or equipment shortages, establish a problem-solving team, and respond and handle problems quickly.
8	Brand building: Through the influence of leaders, enhance the brand image of mini basketball sports, promote the value and significance of mini basketball on various occasions, and establish a good brand reputation.
9	Personal Development: Support team members' personal development goals, enhance their self-motivation, provide training and promotion opportunities, and encourage members to participate in professional training and learning.
10	Team building: Through team building activities, enhance team cohesion and collaboration ability, regularly organize team building activities, cultivate teamwork spirit, and tacit understanding.
11	Cultural shaping: Create a positive and uplifting promotional culture, encourage team members to actively participate, create a sports culture atmosphere centered around mini-basketball, and cultivate a sense of belonging and pride among team members.
12	Crisis management: In a crisis, leaders should take prompt action to ensure the stability of promotional activities, develop emergency plans, and strengthen crisis response drills.





NO	Content
13	Leadership training: Regularly train leaders to enhance their professional abilities and leadership skills, invite experts to give leadership lectures and training, and learn advanced management concepts and methods.
14	Role model: Leaders establish good professional ethics and work attitudes through their behavior, abide by professional ethical norms, lead by example, and set an example for team members.
15	Emotional support: Pay attention to the emotional needs of team members, provide necessary support and assistance, establish employee care mechanisms, and promptly understand and solve members' difficulties and problems.
16	Professional training: Provide regular professional training for coaches to ensure they master the latest teaching methods and training techniques, and invite renowned coaches and experts to give lectures and guidance.
17	Community cooperation: Strengthen cooperation with schools and communities, establish long-term stable cooperative relationships, jointly carry out mini-basketball training courses and activities, and expand the scope and influence of promotion.
<b>Controlling</b>	
1	Supervision mechanism: Establish a regular supervision mechanism to ensure that promotional activities are carried out according to plan, clarify the supervision subject and responsibilities, and adopt diversified supervision methods such as on-site inspections and regular reports.
2	Performance indicators: Set clear performance indicators to quantify the effectiveness of promotional activities, including specific measurable indicators such as the number of participants, activity satisfaction, and skill improvement.
3	Feedback mechanism: Through participant feedback, timely understanding of problems and shortcomings in promotional activities, establishing multi-channel feedback channels online and offline, and regularly collecting and analyzing feedback information.
4	Resource review: Regularly review the use of resources to ensure the rationality and transparency of resource allocation, compare resource investment with activity effectiveness, and optimize resource allocation plans.
5	Data monitoring: Through data monitoring, real-time tracking of the number of participants and activity effectiveness, using data analysis tools to establish data monitoring models, and timely detection of data anomalies.
6	Risk management: Regularly evaluate the effectiveness of the risk management system, adjust risk response strategies promptly, and dynamically adjust the risk management plan based on changes in risk.
7	Audit mechanism: Through regular audits, ensure that the use of promotional funds complies with regulations, hire professional auditors, and conduct detailed audits of the use of funds.
8	Strategy optimization: Through comparative analysis, evaluate the effectiveness of different promotion strategies and optimize resource allocation, conduct A/B testing, and other comparative analysis methods to determine the optimal promotion strategy.
9	Reward and punishment mechanism: Establish a reward and punishment mechanism to motivate team members, set clear reward standards and punishment measures, and conduct regular performance evaluations.
10	Compliance check: Ensure that promotional activities comply with government regulations and relevant policies, pay attention to changes in policies and regulations, and adjust the content and methods of promotional activities promptly.
11	Progress tracking: Regularly track the progress of promotional activities to ensure timely completion of various tasks, establish progress tracking forms, and clarify key milestones and task completion status.



NO	Content
12	Quality control: Ensure that the quality of promotional activities meets established standards, establish quality control standards and processes, and strengthen quality management in the planning, execution, and evaluation of activities.
13	Financial monitoring: Regularly monitor the financial situation to ensure the rationality of fund utilization, establish a financial warning mechanism, and timely discover and solve financial problems.
14	Problem solving: Timely solve specific problems encountered during the promotion process, ensure the smooth progress of the event, establish a problem-solving team, and a rapid response mechanism.
15	Continuous improvement: Through regular evaluation and feedback, continuously improve promotion strategies and management methods, encourage team members to propose improvement suggestions, and create an atmosphere of continuous improvement.
16	Training effectiveness evaluation: Evaluate the training effectiveness of coaches and volunteers to ensure the effectiveness and practicality of the training content, and verify the training results through exams, practical operations, and other methods.

According to Table 3, the Leading element had effective incentive mechanisms and communication strategies, but fell short in innovative thinking and resource coordination. Overall, the planning and organizing were decent. But there's room for improvement in leading and controlling. The main reasons for not meeting targets are uneven resource distribution, insufficient innovation, untimely feedback handling, and underutilized data, which hinder the balanced promotion and long-term growth of mini-basketball in Yunnan.

### Summary

Our investigation into mini-basketball management in Yunnan Province revealed that current practice requires regular supervision, clear performance indicators, participant feedback, data monitoring, risk management, periodic audits, comparative analysis, and reward/punishment mechanisms. Feedback from 30 students showed they welcomed mini-basketball as an engaging and inclusive sport, but also pointed to several areas for improvement, including more organized events, better training, improved resource allocation, and increased promotion.

Using the POLC theory, we developed management guidelines for promoting mini-basketball in Yunnan. These include 20 planning guidelines (e.g., goal setting, policy support, resource demand), 15 organizing guidelines (e.g., regional coordination, resource allocation, financial system training), 17 leading guidelines (e.g., risk management, quality control, audit mechanisms), and 16 controlling guidelines (e.g., leadership training, innovative thinking, role modeling).

Experts confirmed that these guidelines are reasonable and practical, aligning with policy objectives and offering important value for managing mini-basketball in schools and sports associations. However, the desired results were not fully achieved due to factors such as limited student numbers, methodological limitations, and challenges in resource allocation and professional training.

### Discussion

Our investigation into mini-basketball management in Yunnan Province revealed that current practice requires regular supervision, clear performance indicators, participant feedback, data monitoring, risk management, periodic audits, comparative analysis, and reward/punishment mechanisms. Feedback from 30 students showed they welcomed mini-basketball as an engaging and inclusive sport, but also pointed to several areas for improvement, including more organized events, better training, improved resource allocation, and increased promotion. Using the POLC theory, we developed management guidelines for promoting mini-basketball in Yunnan. These include 20 planning guidelines (e.g., goal setting, policy support, resource demand), 15 organizing guidelines (e.g., regional coordination, resource allocation, financial system training), 17 leading guidelines (e.g.,



risk management, quality control, audit mechanisms), and 16 controlling guidelines (e.g., leadership training, innovative thinking, role modeling). Experts confirmed that these guidelines are reasonable and practical, aligning with policy objectives and offering important value for managing mini-basketball in schools and sports associations.

The development of mini-basketball is crucial for China's ambition to become a sports powerhouse and serves as an effective talent-cultivation method. Under the "Revitalizing the Three Major Ball Sports" strategy, it aims to boost China's basketball sector by training more professionals. However, the management of mini-basketball in Yunnan Province faces issues and needs multiple mechanisms to ensure the smooth and optimized promotion of mini-basketball. To promote mini-basketball in Yunnan, collaboration among executive agencies, educational departments, basketball associations, and local sports managers is essential. Many schools encounter financial constraints in acquiring sports equipment and venues, hindering curriculum implementation. Similar issues were highlighted by Feng (2019) in Jiangsu. Yunnan's relevant documents emphasize enhancing school sports, encouraging extracurricular training and competitions, and supporting social forces to enrich school sports activities. Yunnan should increase financial investment in school sports infrastructure, introduce policies to encourage the inclusion of mini-basketball in physical education curricula, and provide relevant policy and financial support.

The management guidelines for promoting mini-basketball in Yunnan include 20 planning elements, 15 organizing elements, 17 leading elements, and 16 controlling elements. Experts consider these guidelines reasonable and practical, aligning with policy objectives and valuable for managing mini-basketball in schools and sports associations. They propose improvement suggestions, including adding details and examples, emphasizing leadership and team building, refining resource allocation and long-term planning, strengthening data collection and analysis, and considering cultural and social factors.

## Recommendation

### Recommendations of This Study

Enhance teacher training to boost their professional quality and teaching ability to meet policy implementation requirements. Governments should introduce policies to encourage schools to integrate mini-basketball into physical education curricula, with adequate policy and financial support, especially for underfunded and remote schools. Establish a linkage mechanism between social basketball training institutions and schools for resource sharing and complementary advantages. Create a tiered tournament system to offer diverse competitive platforms for adolescents, evaluate training outcomes, and ignite participation enthusiasm. Set up a data management system to track participant data and promotion effectiveness in real-time, and regularly assess and optimize activities.

### Suggestions for Future Research

Conduct longitudinal studies to evaluate the long-term physical, psychological, and social skill development impacts of mini-basketball on participants. Analyze the effectiveness of promotion strategies across different regions to identify suitable approaches for various social and cultural contexts. Investigate resource allocation models for underfunded areas to ensure fair resource distribution. Explore the potential of emerging technologies in mini-basketball training, management, and participant engagement.

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